



Do you vlog?

Do you follow
a particular
vlogger?

- **Vlog**- a video blog:
a record of your thoughts, opinions,
or experiences that you film and publish on
the internet.





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New Ways of Business – level 3



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Level 1

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Level 3

Governments across the US are closing down concert **venues**, cinemas and theaters because of coronavirus. However, many people in the industries are looking for new ways to continue their work.

Several fundraising efforts have been launched to help keep theaters and theater workers operating during the closures. Owners of theaters are coming up with new ideas on how to keep people engaged and how to work online. Despite the fear and uncertainty, it is an opportunity to innovate the industry. Some **improv shows** and comedy venues perform remotely, and they **livestream** to audiences. In some cases, they sell more tickets than the physical theater can allow.

Communication professor, Dustin York, said that there are opportunities for small businesses too. For example, yoga instructors can do online classes for free, and once they attract enough customers who like them, then it could become an actual business.

Difficult words: **venue** (the place where an event happens), **improv show** (a form of live theater in which the plot and dialogues are made up in the moment), **livestream** (to broadcast a live event over the Internet).

Quick Check

1. What is the US government doing to entertainment industry?
2. What can the theater owners do despite the closure?
3. Where are the shows being performed?
4. According to a professor, how could online businesses attract customers?

Conversation Questions

- Are there many theaters in your city? How often do you go there?
- What kind of shows entertain you most?
- Do you like sharing your reactions/comments to some videos online?



Useful Words/phrases:

- Closing down (v) 'kloʊzɪŋ daʊn
- Venues (n) 'venuz
- Launch (v) lɔŋtʃ
- Come up with (v) kʌm ʌp wɪð
- Despite (prep) dɪ'spaɪt
- Innovate (v) 'ɪnə_veɪt

